Course Descriptions None 2020-2021

Course Title	Data Analytics in Practice
Course Code	EBC4135
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	1-2-2021	26-3-2021			X		

Level	Advanced
Coordinator	Gerard Pfann For more information:g.pfann@maastrichtuniversity.nl
Language of instruction	English
Goals	To further knowledge in advanced research methods in business (marketing, logistics, organisation, accounting, strategy, information management, behavioural finance).
Description	PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. In this course students have the possibility to advance their knowledge and experience in research methods relevant to the scientific area of their interest.
Literature	Articles and Book chapters.
Prerequisites	Only open for RM students and PhD students!!! 1) Advanced course in business statistics or market research. 2) Hands on experience with statistical software (f.i. SPSS; STATA; EVIEWS).
Teaching methods	PBL
Assessment methods	Final Paper
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Research - No specialisation	Year 1 Compulsory Course(s)